



**Ad Standards** Community Panel  
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Advertising Standards Bureau Limited  
ACN 084 452 666

## Case Report

1	Case Number	0331/18
2	Advertiser	Capilano Honey
3	Product	Food and Beverages
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	25/07/2018
6	DETERMINATION	Dismissed

### ISSUES RAISED

2.6 - Health and Safety Unsafe behaviour

### DESCRIPTION OF THE ADVERTISEMENT

This television advertisement shows a family eating around a large table, and then shows a grandfather and granddaughter going to collect honey from bee hive trays without wearing any protective clothing or equipment. There are 3 versions of this advertisement - 10 seconds, 15 seconds and 30 seconds.

### THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

*Health & Safety.*

*Ad shows Adult & Child handling bees & honeycomb in the area that the bees have their hives ( boxes ).*

*No protection at all is being worn & the inference is given that all is ok to handle bees this way.*

*People can die from allergic reaction from bee sting.- totally wrong to portray people & bees with no Personal Protective Equipment.*



## THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complainant/s regarding this advertisement include the following:

*Thank you for sharing with us the concern raised regarding a current Capilano TV commercial. There were three commercials created for this campaign – a 30 second commercial along with a 15 second and 10 second cut-down. These commercials aim to educate viewers about the important role bees play in pollinating the flowers and the crops that help feed us all, and to illustrate that by choosing Capilano you are supporting the bees and the beekeeping families who have been caring for these wonderful animals for generations.*

*The gentlemen and girl shown in the advertisement interacting with the bees are both beekeepers, not actors. John Covey, a second-generation beekeeper has over 60 years' experience working with bees. Shelby Covey is his granddaughter, and a fourth-generation beekeeper who, assisting in the family business for several years has, frequently interacted during beehive manipulation.*

*The scripts and vision clearly demonstrate than John and Shelby are beekeepers, not members of the public. This is established via the voice over "Because you're supporting more Australian beekeepers" (15 Sec) and "you're helping more beekeeping families, to do what they've been doing for generations" (30 sec). All scenes showing members of the public do not incorporate any interaction with bees. At no point during these commercials have we inferred or encouraged the public to handle bees.*

*At Capilano, the safety of employees is our number one priority, and we pride ourselves on ensuring that all safety practices are adhered to through all departments and personnel. In Australia there are no national or state-wide Codes of Practice providing guidelines or details regarding the type of personal protective equipment to be worn when following safe beekeeping practices. That said, it is certainly good practice for beekeepers to consider both the prevailing environmental conditions and their intended interaction with the hives, frames and bees when considering what protective clothing and equipment would be most suitable for their planned activity.*

*If stung by a bee, most people will have a local reaction which can include redness, itching, swelling of the skin and a burning pain sensation. Australian population surveys have shown that less than 3% of the population have an episode after a bee sting consistent with systemic allergic reactions. Symptoms of an allergic reaction can include itching or a rash that isn't localised to the sting area, coughing or wheezing, dizziness, swelling of the mouth, throat or tongue or difficulty breathing, talking or swallowing.*



*To ensure a safe environment during the shoot, the following actions and risk analysis was conducted prior to filming for the safety of the beekeepers and crew:*

- 1. Before filming, the beekeepers and film crew were asked to advise if they were allergic to bees. Confirmation was obtained that no one suffered allergies to bee stings.*
- 2. The hives were placed in the field well in advance of filming. This ensured that on the shoot day the bees were settled in the hive and familiar with the area and the local floral sources.*
- 3. Although several hives were placed in the field, only two hives contained bees with the rest used as empty props. This minimised the number of bees in the area during filming.*
- 4. The bees in these hives belonged to John Covey (the beekeeper shown in the advertisement). John Covey is a second-generation beekeeper and proprietor of Covey Queens. He is one of the most respected beekeepers in the Australian apiary industry and is renowned for breeding queen bees for their calm temperament. John was extremely familiar with this hive having used it as a source of larvae for breeding queens for the entire past breeding season. This necessitated opening and manipulating the hive at least three times per week for the entire season (August to March), and as such he had extreme confidence in the quiet temperament of the bees in the hive.*
- 5. The weather conditions were carefully considered, with filming conducted on a warm, sunny day with little wind. These are the ideal conditions for safely opening and inspecting hives.*
- 6. The shoot schedule allowed these scenes to be shot from late morning to early afternoon, the warmest and most favourable part of the day when a large percentage of the foraging bees were absent from the hive. The requirements of the filming necessitated only minimum disturbance of the hive.*
- 7. The hives were smoked before being opened and while being inspected when required. Using a smoker creates a calming effect on the bees and reduces their activity levels. The smoker was positioned and used judiciously so as not to be visible in the shoot.*
- 8. During filming, these hives were inspected externally, with only one hive opened for the frames to be inspected. Care was taken when lifting the frames from the hive and visually inspecting these to ensure there was minimal disturbance to the bees. Honey was not extracted from the frames.*



9. *While a beekeeping veil was not worn during filming, both Shelby and John were wearing full length shirts and pants, with closed in shoes. Rather than wearing a supplied, styled wardrobe, both John and Shelby wore their own personal beekeeping attire to ensure good fit and to authentically illustrate the outfits both typically wear when working with bees. In fact, John's profession as a queen bee breeder means it is very rare for John to wear any additional protective clothing. Sun cream was applied to any exposed skin and bottled water was available for hydration.*

10. *As a precaution, beekeeping veils were available if the conditions had not have been as favourable and these had been necessary. Similarly, precautionary medical devices including Epi Pens, oral antihistamines and soothing creams were available in case of a bee sting.*

*We trust that the above demonstrates our diligent approach to safety and highlights why these advertisements do not encourage members of the public to handle bees in an unsafe manner.*

*Please advise if you would like any additional details to better inform your review.*

## **THE DETERMINATION**

The Ad Standards Community Panel (Panel) considered whether this advertisement breaches Section 2 of the AANA Code of Ethics (the Code).

The Panel noted the complainants' concerns that the advertisement suggests unsafe behaviour.

The Panel viewed the advertisement and noted the advertiser's response.

The Panel noted that the television advertisement features a family eating around a large outdoor table, and then shows a grandfather and granddaughter going to collect honey from an active bee hive.

The Panel considered Section 2.6 of the Code. Section 2.6 of the Code states: "Advertising or Marketing Communications shall not depict material contrary to Prevailing Community Standards on health and safety".

The Panel noted the complainants' concerns that the advertisement shows the man and young girl interacting with the hives without wearing any protective gear, and that this suggests that it is safe to handle bees this way.

The Panel noted the advertiser's response that the advertisement clearly depicts that the pair are from a beekeeping family and that they are not members of the public.



The Panel noted that the voice-over for the advertisement uses the phrases 'supporting more Australian beekeepers' and 'helping more beekeeping families', and considered that these phrases and the images of the man and girl interacting with the bee hives confidently are enough to suggest that they are beekeepers and not members of the public.

The Panel considered that people who own beehives are likely to know what is and is not safe when interacting with beehives.

The Panel considered that it is unlikely that people who are non-bee owners would interpret the advertisement to demonstrate how to remove honey from active hives or to mean that protective equipment should never be worn. The Panel considered that the advertisement does not contain a call to action for members of the public to interact with beehives, rather it is a demonstration of a beekeeping family involved in collecting honey.

The Panel considered that the advertisement did not depict material contrary to Prevailing Community Standards on health and safety. The Panel determined that the advertisement did not breach Section 2.6 of the Code.

Finding that the advertisement did not breach the Code on other grounds, the Panel dismissed the complaints.

